

**2010 Governor's Conference on Economic Development
September 15-17, 2010
Hyatt Regency Hotel, Kansas City, MO**

Workshop Topics

Wednesday, September 15, 2010

Pre-Conference Sessions:

Time: 1:00 pm – 5:00 pm
Room: Chouteau B
Title: **Workforce Development and Job Training Grants available through U.S. EPA (4 hour session)**
Speaker: *Alma Moreno-Lahm*, Brownfields Project Manager, Region 7, U.S. EPA; and *Ina Square*, Brownfields Project Officer, Region 7, U.S. EPA

Description:

The U.S. EPA Region 7 Brownfields Team is hosting a half-day workshop for the 2011 Grant Competition. Join us for this workshop to learn about the grants available for Workforce Development and Job Training. This workshop is designed to cover the grant guidelines, the basics of submitting a proposal to the EPA Brownfield Program, and guidance for improving the quality of a proposal. You can find more information about U.S. EPA's Brownfields Program at: www.epa.gov/brownfields

Time: 1:00 pm – 2:30 pm
Room: Empire A
Title: **ABCs of the MBE/WBE Certification Process**
Speaker: *Alan Green*, Director, Office of Equal Opportunity, MO Office of Administration
Description:



The Office of Equal Opportunity will share its vision for promoting a diversified workforce within state government and will explain the procurement process. OSWD will present information on the Minority Business Enterprise (MBE)/Women Business Enterprise (WBE) certification process and information on assisting women and minorities in developing opportunities to contract with the state, economically empowering traditionally underserved communities and improving the overall fiscal vitality of the State of Missouri.

Time: 1:00 pm – 2:30 pm
Room: Empire B
Title: **LearningFunds.com: You'll never think about tuition assistance the same way again!**
Speaker: *Suzy Makalous*, Director Lifelong Learning, OneKC WIRED
Description:



You'll ask yourself, what took so long - LearningFunds.com has reinvented tuition assistance! Come learn how this turnkey, innovative, completely online system benefits businesses in your area in developing their workforce. You'll be introduced to lifelong learning accounts, learn how easily they can be implemented and see the remarkable impact that was made in the pilot demonstration.

Time: 1:00 pm – 4:30 pm

Room: Empire C

Title: **Crash Course in Labor Market Information (3 hour session)**

Speaker: *Lindsey Peters*, Research Analyst, MERIC; and *Meredith Hill*, Planner, MERIC

Description:

This session provides an overview of Missouri Labor Market Information and other MERIC research which can be used to assist Missouri workforce and economic development stakeholders in developing strategies for driving regional and statewide economic growth. Valuable new information will be presented in a user friendly format about economic and workforce data and research. Training will also be provided on how to use state and regional websites to access critical labor market data.



Time: 3:00 pm – 4:30 pm

Room: Empire A

Title: **Missouri's International Trade & Investment Office**

Global Span: Real Opportunities

Speaker: *Krista Zurkamer*, International Business Manager Pacific Rim, MO Department of Economic Development

Description:

Are the companies in your community looking to expand into new foreign markets? International opportunities for their product offerings are just a call away. Missouri's International Trade & Investment Office has a simple mission: increase the number of Missouri companies exporting and the volume of Missouri exports. Our experienced, multilingual staff offers quality export assistance that will ensure competitive success in China, Europe, Japan, Korea, Mexico and Taiwan. From basic questions about getting started, to specific concerns about market entry, the team's extensive knowledge and reach will help Missouri firms locate ideal business partners worldwide. This session will cover the services available to Missouri firms, as well as provide market briefings for those countries where Missouri has a presence.

Thursday, September 16, 2010

Breakout Session Topics:

Time: 10:30 am – 11:30 am

Room: Chouteau B

Title: **Growing Missouri's Economy with Green Jobs**

Speaker: *Mary Bruton*, MERIC, MO Department of Economic Development

Description:

This session provides an overview of Missouri's green economy, as well as the needs of these growing industry sectors that will help drive Missouri's economic recovery. Valuable new information will be presented about state efforts to market and support the green economy. Recent green industry research, as well as regional green economic development strategies will be covered.



Time: 10:30 am – 11:30 am

Room: Empire A

Title: **Transportation and Logistics: The Economic Impact of Exports/Imports**

Speaker: *Chris Gutierrez*, President, KC SmartPort; *Greg Martinette*, Clay County Economic Development Council (Invited); *Chris Lester*, Greater Kansas City Chamber of Commerce (Invited); *Kevin McIntosh*, Kansas City Southern Railroad (Invited); *Barb Moore*, Union Pacific Railroad (invited); and *Al Figuly*, Greater Kansas City Foreign Trade Zone

Description:

As the growth of exports and imports continues, world markets become interconnected at every turn. Countries around the world depend upon each other for the exchange of goods and services, which drives the Midwest manufacturing and agricultural sectors. By virtue of the nature of international trade, more companies enter or expand into new international markets; develop new technologies to keep up with competitors; and ultimately develop more employment opportunities in the global regions where they decide to conduct business. This growth in international commerce will require infrastructure development; easy distribution of cargo; logistics and interstate jurisdiction. Cargo hubs and ports in the Midwest will play an increasingly important role and must be prepared to embrace the global economy. Is your community ready?

Time: 10:30 am – 11:30 am

Room: Empire B

Title: **A Profile in Success – The Landing of Project Tiger**

Speaker: **Kim Young**, Vice President – Business Recruitment, Missouri Partnership; and **J. Mike Brooks**, President, Regional Economic Development, Inc.

**Description:**

This session will examine the challenges, lessons learned, and all the key pieces needed from start to finish for one of the biggest economic development projects landed in recent years. Hear first hand from the key players directly involved in “Project Tiger.”

Time: 10:30 am – 11:30 am

Room: Empire C

Title: **Site Selection Decisions - A Tourism Perspective**

Speaker: **Steve Ehrhardt**, Owner, and **Bill Baletto**, Franchise Sales Manager, Ehrhardt Properties

Description:

Tourism is big business in Missouri. But it is also small business; small businesses all across Missouri. Join us for an insightful discussion of the decision criteria a hotel complex evaluates when selecting a site for a new facility.

Time: 10:30 am – 11:30 am

Room: Van Horn

Title: **Economic Success with Home Grown Entrepreneurship**

Speaker: **Marty Romitti, Ph.D.**, Director of Missouri Economic Research & Information Center (MERIC), Department of Economic Development; and **David Schmidt Ph.D.**, Director of Business Research & Information Development Group (BRIDG), University of Missouri-Columbia

**Description:**

This session looks at ways to tap existing and budding entrepreneurs within Missouri communities to create new jobs and bolster dynamic small business growth. Valuable new information will be presented about businesses that are currently succeeding in the state, despite the adverse economic conditions. Available resources and ongoing efforts will be covered.

Time: 10:30 am – 11:30 am

Room: Benton

Title: **CIE – (Commercial Information Exchange)**

Speaker: **Douglas J. Curry**, CEO, Xceligent, Inc.

Description:

Commercial Information Exchange provides the information and tools for economic development around the state. Potential investors or tenants can search thousands of listings by land, building, and location with aerial photos, specs, and local statistics. These are fully researched listings that can bring critical business information to potential investors in the state of Missouri.

Time: 3:00 pm – 4:30 pm
Room: Chouteau B
Title: **Green Energy Development in the Future**
Speaker: **TBA**
Description:

Utilities will respond to future customer needs in different, greener ways in the coming years. Customers will be empowered with new technologies to make decisions about energy. Energy efficiency, renewable generation, and distributed generation are new concepts that will encourage investment and job creation.

Time: 3:00 pm – 4:30 pm
Room: Empire A
Title: **Focus on Workforce and Step up your Competitive Advantage**
Speaker: ***Amy Deem**, Assistant Director, Division of Workforce Development; **Vicky Loggins**, Employer Initiatives Coordinator, Division of Workforce Development; and **Tracey Kelly**, Business Representative, Division of Workforce Development*

**Description:**

This session provides details about the various aspects of the workforce that can be included in an economic development project.

Time: 3:00 pm – 4:30 pm
Room: Empire B
Title: **Economic Development Legislative Update**
Speaker: **TBA**
Description:

This session will cover the latest developments from the 2010 legislative session, and what will be proposed for the 2011 legislative session.

Time: 3:00 pm – 4:30 pm
Room: Empire C
Title: **Accessing Risk Capital to Grow Your High-Tech Business**
Speaker: ***Dave Alburty**, CEO, InnovaPrep LLC; **Jake Halliday, Ph.D.**, President & CEO, Missouri Innovation Center; **Maria Meyers**, Executive Director, KCSOURCELINK; **Gary Clapp, Ph.D.**, President & CEO, Institute for Industrial and Applied Life Sciences*

**Description:**

The ability to access a continuum of risk capital – ranging from seed investment to venture capital – is critical to successfully creating and growing high-tech businesses. This panel will feature leading investors, entrepreneurs, and experts who will share their first-hand experiences. Through this discussion, entrepreneurs, business counselors, and economic developers will learn what it takes to create and grow high-tech businesses, which will create high-paying jobs.

Time: 3:00 pm – 4:30 pm
Room: Van Horn
Title: **Where are they going to live?**
Speaker: **Michael White**, White Goss Bowers March & Schulte; **John Cook, CPA**, BKD, LLP; and **Janette Lohman**, Thompson Coburn LLP

Description:

The panel will explore various strategies in the development of workforce and senior housing - both key components in keeping communities vibrant and growing in today's complex economy.

Time: 3:00 pm – 4:30 pm
Room: Benton
Title: **Creating Missouri's New Economic Media Environment**
Speaker: **Keith Politte, J.D.**, Manager, Technology Testing Center, Reynolds Journalism Institute, Missouri School of Journalism; and **Lori Andrews Clithero**, Account Executive, Apple, Inc.

Description:

Digital technologies are transforming today's media landscape and are affecting Missouri's ability to compete on the global stage. In this lively session led by Apple and the Reynolds Journalism Institute at the University of Missouri, participants will explore some of the exciting opportunities now available and engage in a hands-on exercise to further assemble an inventory of new media assets and capabilities.

Friday, September 17, 2010

Breakout Session Topics:

Time: 9:00 am – 10:15 am
Room: Chouteau B
Title: **Strategic Initiative for Economic Growth**
Speaker: **David Kerr**, Director, MO Dept. of Economic Development; **Mike Downing**, Deputy Director Policy & Finance, MO Dept. of Economic Development; and **William (Bill) H. Downey**, President & COO, Kansas City Power & Light Co

Description:

The "Strategic Initiative for Economic Growth" is to identify a clear path for growth of the Missouri economy. The Initiative will be led by an Executive Advisory Committee and Steering Committee made up of business, education, economic development, labor, and research experts from all areas of the state, and will look at how to fundamentally transform Missouri's economy over the next five years. In addition to researching economic trends, potential clusters/industry sectors, workforce issues, and other topics, the Initiative will conduct regional forums to solicit input from businesses and others from around the state. The plan will seek to develop 6-10 key initiatives, which will have 5-10 tactical plans each.

Time: 9:00 am – 10:15 am
Room: Empire A
Title: **Housing: Re-entry, Veteran and Service-Enriched**
Speaker: **Heather Bradley-Geary**, Trust Fund and Community Initiatives Manager, Missouri Housing Development Commission

Description: *This session will focus on providing housing services for ex-offenders and veterans, as well as bringing service-enriched housing to affordable housing communities.*

Time: 9:00 am – 10:15 am
Room: Empire B
Title: **Training at the Speed of Business – Meeting the Workforce Needs of Today and Tomorrow**
Speaker: *Hal Higdon, Ph.D.*, President, Ozarks Technical Community College; *Margaret Boyd*, Executive Director, Institute for Workforce Innovation; and *Roderick Nunn*, Vice Chancellor for Workforce & Community Development, St. Louis community College



Description:
Governor Nixon's Administration is investing in Missouri's Community Colleges so they are poised to meet the workforce demands of business.

Time: 9:00 am – 10:15 am
Room: Empire C
Title: **We're Here to Help.**
Speaker: *Ann Perry*, Manager, Development Finance Team, DED; *Tony Grandison*, Project Manager, Business & Community Development, DED; *Katie Steele Danner*, Director, Division of Tourism, DED; *Lisa Elrod*, Manager, Business Services, Division of Workforce Development, DED; and *Sonal Hate*, Planner, Missouri Economic Research and Information Center, DED

Description:
Panelists will review the services and expertise available from the Department of Economic Development to assist cities and investors in maximizing their efforts to find new jobs and retain existing jobs.

Time: 9:00 am – 10:15 am
Room: Van Horn
Title: **PACE – (Property Assessed Clean Energy)**
Speaker: *TBA*

Description:
A PACE bond is a bond where the proceeds are loaned to commercial and residential property owners to finance energy retrofits (efficiency measures and small renewable energy systems), who then repay the loans over 20 years via an annual assessment on their property tax bill. PACE bonds can be issued by municipal financing districts or finance companies, and the proceeds can typically be used to retrofit both commercial and residential properties. The PACE bond market has the potential to dramatically accelerate the energy retrofitting of America's building stock due to the impact of property tax lien-oriented financing that dramatically improves the economics of energy retrofits (efficiency measures and micro renewable energy).

Time: 9:00 am – 10:15 am
Room: New York/Atlanta
Title: **Start Up Missouri: Who are Entrepreneurs and What Do They Want?**
Speaker: *TBA*



Description:
Organizations that study and talk to entrepreneurs will share their insights with you.